

**Department of Marketing Publications  
2002-2010**

**2010  
(Partial List)**

- Baumgartner, H., J. Steenkamp, M.G. Jong,** 2010. Socially desirable response tendencies in survey research. *Journal of Marketing Research*, 30 (13): 1420-1439.
- Bolton, L., H. Keh, J. Alba,** 2010. How do Price Fairness Perceptions Differ Across Culture?. *Journal of Marketing Research*, 47(3): 564-576.
- Ding, M., S. Dong, J. Huber,** 2010. A simple mechanism to incentive aligns conjoint experiments. *International Journal of Research in Marketing*, 27: 25-32.
- Ding, M., W.T. Ross, V. Rao,** 2010. Price as an indicator of quality- implications for utility and demand functions. *Journal of Retailing*, 86 (1): 69-84.
- Ebbes P. , R. Grewal, and W.S. DeSarbo,** 2010. Modeling strategic group dynamics: A Hidden Markov Approach. *Quantitative Marketing and Economics*, 8 (2): 241-274.
- Fong, D.K.H., W.S. DeSarbo, P. Ebbes, and C.C. Snow,** 2010. Revisiting customer value analysis in a heterogeneous market. *Journal of Modelling in Management*, 5: 8-24.
- Fong, D. K. H., W.S. DeSarbo, J. Park, and C. Scott,** (2010). "A Bayesian Vector Multidimensional Scaling Procedure for the Analysis of Ordered Preference Data" *Journal of the American Statistical Association*, Vol. 105, No. 490: 482-492.
- Grewal, R., M. Chandrashekar, R. Mehta,** 2010. Estimating contagion on the internet: Evidence from the diffusion of digital/information products. *Journal of Interactive Marketing*. 21(1): 1-13.
- Vinhas, A., S. Chatterjee, W.T. Ross, Q. Wang, et al.,** 2010. Channel Design, Coordination, and Performance: Future Research Directions. *Marketing Letters*, 21(3): 232-237
- Winterich, K., Han, S. and Lerner, J.,** 2010. Now that I'm Sad, It's Hard to be Mad: The Role of Cognitive Appraisals in Emotional Blunting. *Personality and Social Psychology Bulletin*, 36: 1467-1483.
- Zhang, Y., K. Winterich, and V. Mittal,** 2010. Power-Distance Belief and Impulsive Buying. *Journal of Marketing Research*, 47: 945-954.
- Walsh, M., K. Winterich, and V. Mittal,** 2010. Do Logo Redesigns Help or Hurt Your Brand?: The Role of Brand Commitment. *Journal of Product and Brand Management*, 19 (2): 76-84, lead article.

## 2009

- Ding, M., R. Grewal, V. Kumar, et al.**, 2009. Calculating, creating, and claiming value in business markets: Status and research agenda. *Marketing Letters*, 21: 287-299.
- Ding, M., Y.H. Park, E. Bradlow**, 2009. Barter markets for conjoint. *Management Science*, 55 (6): 1003-1017.
- Ebbes, P., M. Wedel, and U. Böckenholt**, 2009. Frugal IV Alternatives to Identify the Parameters for an Endogenous Regressor. *Journal of Applied Econometrics*, 24: 446-468.
- Goldberg, M.**, 2009. Consumer Decision Making and Aging: A Commentary from a Public Policy/Marketing Perspective. *Journal of Consumer Psychology*, 19(1): 28-34.
- Grewal, R., R. Wang, W.S. DeSarbo**, 2009. Dynamic strategic groups: Spatial evolutionary paths. *Strategic Management Journal*, 30(13) 1420-1439.
- Gunasti, K. and W.T. Ross, Jr.**, 2009. How Inferences about Missing Attributes Decrease the Tendency to Defer Choice and Increase Purchase Probability. *Journal of Consumer Research*, 35 (February): 823-837.
- Kayande, U., A. De Bruyn, G. Lilien, A. Rangaswamy**, 2009. How Incorporating Feedback Mechanisms in a DSS Affects DSS Evaluations. *Information Systems Research*, 20(4): 527-546.
- Meloy, M.G., K.A. Carlson, D. Lieb**, 2009. Benefits leader reversion: How a once preferred product recaptures its standing. *Journal of Marketing Research*, 46(6): 788-797.
- Wang, Q., D. Mitra, S. Fay**, 2009. Ask for infer? Strategic implications of alternative learning approaches in customization. *The International Journal of Research in Marketing*, 26(2) 136-152.
- Winterich, K., V. Mittal, W.T. Ross**, 2009. Donation Behavior toward In-Groups and Out-Groups: The Role of Gender and Moral Identity. *Journal of Consumer Research*, 36:199-214.

## 2008

- DeBruyn, A. and **G. Lilien**, 2008. A Multi-Stage Model of Word-Of-Mouth Influence. *International Journal of Research in Marketing*, 25: 151-163
- DeBruyn, A., **J.C. Liechty**, E.K.R.E. Huizingh, and **G.L. Lilien**, 2008. Offering Online Recommendations with Minimal Customer Input through Conjoint-Based Decision Aids. *Marketing Science*, 27(3): 443-460.
- De Jong, M. G., J. B. E. M. Steenkamp, J. P. Fox, and **H. Baumgartner**, 2008. Using Item Response Theory to Measure Extreme Response Style in Marketing Research: A Global Investigation. *Journal of Marketing Research*, 45(2): 104-115.
- DeSarbo, W.S.** and **R. Grewal**, 2008. A Clusterwise Bilinear Multidimensional Scaling Methodology for Simultaneous Segmentation and Positioning. *Journal of Marketing Research*, 45(3): 280-292.
- DeSarbo, W.S.**, S. Atalay, D. LeBaron, S. Blanchard, 2008. Estimating Multiple Ideal Points from Context Dependent Survey Data. *Journal of Consumer Research*, 35(1): 142-153.
- DeSarbo, W. S.**, J. Park, and C. Scott, 2008. A Model-Based Approach for Visualizing the Dimensional Structure of Ordered Successive Categories Data. *Psychometrika*, 73: 1-20.
- DeSarbo, W. S.** and **R. Grewal**, 2008. Hybrid Strategic Groups. *Strategic Management Journal*, 29: 293-317.
- DiBennetto, T., **W.S. DeSarbo**, M. Song, 2008. Strategic Capabilities and Radical Innovation: An Empirical Study in Three Countries. *IEEE-Transactions on Engineering Management*, 55(3): 420-433.
- Dube, L., A. Bechara, U. Bockenholt, **W.S. DeSarbo**, 2008. Towards a Brain-to-Society Systems Model of Individual Choice. *Marketing Letters* 19(3-4): 323-336.
- Grewal, R.**, A. Chakravarty, **M. Ding**, **J.C. Liechty**, 2008. Counting Chickens Before the Eggs Hatch: Associating New Product Development Portfolios with Shareholder Expectations in the Pharmaceutical Sector. *International Journal of Research in Marketing*, 25: 261-272.
- Grewal, R.**, M. Chandrashekar, F. Dwyer, 2008. Navigating Local Environments with Global Strategies: A Contingency Model of Multinational Subsidiary Performance. *Marketing Science*, 27(5): 886-902.
- Lee, R., J. Johnson, **R. Grewal**, 2008. Understanding the Antecedents of Collateral Learning in New Product Alliances. *International Journal of Research in Marketing*, 25(3): 192-200.

- Liechty, J. C., D. K. H. Fong, E. K. R. E. Hussiha, and A. De Bruyn**, 2008. Hierarchical Bayesian Conjoint Models Incorporating Measurement Uncertainty. *Marketing Letters*, 19(2): 141.
- Lilien, G., R. Srinivasan and A. Rangaswamy**. The Effects Of Diversity Of Product-Market Portfolio On New Firm Exit. *International Journal for Research in Marketing*, 25(2): 119-128.
- Lilien, G** and A. de Bruyn. A Multi-Stage Model of Word of Mouth through Electronic Referrals. *International Journal of Research in Marketing*. 25(3): 151-163.
- Netzer, O., O. Toubia, E Bradlow, and **J.C. Liechty**, 2008. Beyond Conjoint Analysis: Advances in Preference Measurement. *Marketing Letters*, 19(3-4): 337-354.
- Park, J., **W.S. DeSarbo, J.C. Liechty**, 2008. A Hierarchical Bayesian Multidimensional Scaling Methodology for Accommodating Both Structural and Preference Heterogeneity. *Psychometrika*, 73(3): 451-472.
- Park, Y., **M. Ding**, and V.Rao, 2008. Eliciting Preference for Complex Products: A Web-Based Upgrading Method. *Journal of Marketing Research*. 45: 562-574.
- Russo, J., K. Carlson, **M. Meloy**, and K. Yong, 2008. The Goal of Consistency as a cause of Information Distortion. *Journal of Experimental Psychology: General*. 137(3): 456-470.
- Wedel, M., R. Pieters, and **J.C. Liechty**, 2008. How Goals Influence the Time Course of Eye Movements Across Advertisements. *The Journal of Experimental Psychology: Applied*, 14(2): 129-138.
- Vosgerau, J., E. A. Anderson, and **W. T. Ross, Jr.**, 2008. Can Inaccurate Perceptions in B2B Relationships Be Beneficial?. *Marketing Science*, 27(2): 205-224.

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- Bond, S.D., K. Carlson, **M. G. Meloy**, J. Russo, and R. Tanner, 2007. Information Distortion in the Evaluation of a Single Option. *Organizational Behavior and Human Decision Processes*, 102 (March): 240-254.
- Chandrashekar, M., K. Rotte, S. Tax, and **R. Grewal**, 2007. Satisfaction Strength and Customer Loyalty. *Journal of Marketing Research*, 44 (1): 153-162.
- DeSarbo, W. S. and R. Grewal**, 2007. An Alternative Efficient Representation of Demand Based Competitive Asymmetry. *Strategic Management Journal*, 28(7): 755-766.
- DeSarbo, W.S., R. Grewal**, and J. Wind, 2007. A Demand-Based perspective on Identifying and Representing Asymmetric Competition. *Strategic Management Journal*, 27: 101-129.

- Ding, M.**, 2007. A Theory of Intraperson Games. *Journal of Marketing*, 71 (2): 1-11.
- Ding, M.**, 2007. A Truth Telling Mechanism for Conjoint Analysis. *Journal of Marketing Research*, 44 (2): 214-223.
- Fong, D.** and **W. S. DeSarbo**, 2007. A Bayesian Methodology for Simultaneously Detecting and Estimating Regime Change Points and Variable Selection in Multiple Regression Models For Marketing Research. *Quantitative Marketing and Economics*, 5(4): 427-453.
- Goldberg, M.** and K. Gunasti, 2007. Creating An Environment in Which Youth are Encouraged to Eat a Healthier Diet. *Journal of Public Policy & Marketing*, 26(2): 162-181.
- Grewal, R.**, J. L. Johnson, and S. Sarker, 2007. Crises in Business Markets: Implications for Interfirm Linkages. *Journal of the Academy of Marketing Science*, 35(3): 398-416.
- Grewal, R.** and R. Slotegraaf, 2007. Embeddedness of Organizational Capabilities. *Decision Sciences*, 38(3): 451-488.
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- Kayande, U., J.H. Roberts, **G. L. Lilien**, and **D. K. H. Fong**, 2007. Mapping the Bounds of Incoherence: How Far Can You Go and How Does it Affect Your Brand? *Marketing Science*, 26: 504-513.
- Kwortnik, R. J. and **W. T. Ross Jr.**, 2007. The Role of Positive Emotions in Experiential Decisions. *International Journal of Research in Marketing*, 24(4): 324-335.
- Ross, Jr., W. T.** and D. C. Robertson, 2007. Compound Relationships Between Firms. *Journal of Marketing*, 71(3): 108-123.
- Srinivasan, R., P. Haunschild, and **R. Grewal**, 2007. Vicarious Learning in New Product Introductions in the Early Years of a Converging Market. *Management Science*, 53 (1): 16-28.
- Swaminathan, Vanitha, Karen L. Page, and Zeynep Gürhan-Canli, 2007. 'My' Brand or 'Our' Brand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations. *Journal of Consumer Research*, 34 (August): 248-259.

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- Baumgartner, H.** and J.B.E.M. Steenkamp (2006), An extended paradigm for measurement analysis of marketing constructs applicable to panel data. *Journal of Marketing Research*, 43 (August): 431-442.
- Carlson, K.A., **M.G. Meloy**, and J. E. Russo, 2006. Leader-Driven Primacy: Using Attribute Order to Affect Consumer Choice. *Journal of Consumer Research*, 32(4): 513-518.
- DeSarbo, W.S., R. Grewal**, and J.Wind, 2006. Who Competes with Whom? A Demand-Based Perspective for Identifying and Representing Asymmetric Competition. *Strategic Management Journal*, 27 (2): 101-129.
- Grewal, R., G. L. Lilien**, and G. Mallapragada, 2006. Location, Location, Location: How Network Embeddedness Affects Project Success in Open Source Systems. *Management Science*, (Special Issue on "Open Source Systems"), 52 (7): 1043-1056.
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- Pieters, R., **H. Baumgartner**, and R.P. Bagozzi, 2006. Biased Memory for Prior Decision Making: Evidence from a Longitudinal Field Study. *Organizational Behavior and Human Decision Processes*, 99 (January): 34-48.
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- Russo, J.E., K.A. Carlson, and **M.G. Meloy**, 2006. Choosing an Inferior Option. *Psychological Science*, 17(10): 899-904.
- Srinivasan, R., **G. L. Lilien and A. Rangaswamy**, 2006. The Emergence of Dominant Designs. *Journal of Marketing*, 20(2): 1-17. *Lead article*.
- Wu, J. and **W.S. DeSarbo** (2006), The spatial representation of the determinants of customer satisfaction: A new latent structure factor analytic approach. *Marketing Letters*, 17: 221-238.

## 2005

- Bosmans, A. and **H. Baumgartner**, 2005. Goal-Relevant Emotional Information: When Extraneous Affect Leads to Persuasion and When It Does Not. *Journal of Consumer Research*, 32 (December): 424-434.
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- Ebbes, P.**, M. Wedel, U. Bockenholt, and A.G.M. Steerneman, 2005. Solving and Testing for Regressor-Error (in) Dependence When No Instrumental Variables Are Available: With New Evidence for the Effect of Education on Income. *Quantitative Marketing and Economics*, 3: 365-392.
- Finn, A. and **U. Kayande**, 2005. How fine is C-OAR-SE? A Generalizability Theory Perspective on Rossiter's Procedure. *International Journal of Research in Marketing*, 22 (1): 11-21.
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- Manchanda, P., D.R. Wittink, A. Ching, P. Cleanthous, **M. Ding**, X.J. Dong, P.S.H. Leeflang, S. Misra, N. Mizik, S. Narayanan, T. Steenburgh, J.E. Wieringa, M. Wosinska and Y. Xie, 2005. Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry. *Marketing Letters*, 16 (3-4): 293-308.

Mongtomery, A., S. Li, K. Srinivasan, and **J.C. Liechty**, 2005. Modeling Online Browsing and Path Analysis Using Clickstream Data. *Marketing Science*, 23(4): 579-595.

**Rangaswamy, A.** and G.H. van Bruggen, 2005. Opportunities and Challenges in Multichannel Marketing: An Introduction to the Special Issue. *Journal of Interactive Marketing*, 19 (2): 5-11.

Rogers, M., **Ding, M.**, and Maranas, C., 2005. Valuation and design of pharmaceutical R&D. *AICHE Journal (American Institute of Chemical Engineering Journal)*, 51(1): 198-209

Srinivasan, R., **A. Rangaswamy**, and **G.L. Lilien**, 2005. Turning Adversity into Advantage: Does Proactive Marketing During a Recession Pay Off?. *International Journal of Research in Marketing*, 22(2): 109-125. Won the best-paper award in IJRM for 2005.

Steckel, J., R. Winer, R. E. Bucklin, B. Dellaert, X. Drèze, G. Häubl, S. Jap, J. D.C. Little, T. Meyvis, A. Montgomery, and **A. Rangaswamy**, 2005. Choice in Interactive Environments. *Marketing Letters*, 16(3-4): 310-320.

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Yi, S., and **H. Baumgartner**, 2004. Coping with negative emotions in purchase-related situations. *Journal of Consumer Psychology*, 14(3): 303-317.

**DeSarbo, W. S., D. K. H. Fong, J.C. Liechty**, and K. Saxton, 2004. A Hierarchical Bayesian Procedure for Two-Mode Cluster Analysis. *Psychometrika*, 69: 547-572.

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Johnson, J. L., R. Sohi, and **R. Grewal**, 2004. The Role of Relational Knowledge Stores in Interfirm Partnerships. *Journal of Marketing*, 68: 21-36.

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- Lilien, G. L.**, **A. Rangaswamy**, G.H. van Bruggen, and K. Starke, 2004. DSS Effectiveness in Marketing Resource Allocation Decisions: Reality Versus Perception. *Information Systems Research*, 15(3): 216-235
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- DeSarbo, W. S.** and D. Lehmann, 2003. Modeling Dynamic Effects in Repeated Measures Experiments Involving Preference/Choice: An Illustration Involving Revealed Preference Analysis. *Applied Psychological Measurement*, 28(3): 186-209.
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Shankar, V., A. Smith, and **A. Rangaswamy**, 2003. The Relationship Between Customer Satisfaction and Loyalty in Online and Offline Environments. *International Journal of Research in Marketing*, 20(2): 153-175.

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